

What is Claimed is:

- 1 1. A method of causing a call to be placed to a
2 call center associated with a subscriber in response to
3 an act done by a user linked in an interactive
4 communication session with a packet network, comprising
5 the steps of:
6 a. receiving over the packet network
7 information corresponding to at least one characteristic
8 of the interactive communication session;
9 b. transforming the received information into
10 a form suitable for placing a call over a
11 telecommunications network to the call center, said call
12 being routable by the call center in accordance with the
13 information corresponding to at least one characteristic
14 of the interactive communication session; and
15 c. initiating placement of a call to the call
16 center in accordance with the transformed information.
- 1 2. The method according to claim 1, wherein the
2 packet network comprises at least one of the Internet
3 and an intranet.
- 1 3. The method according to claim 1, wherein the
2 interactive communication session comprises Web
3 browsing.
- 1 4. The method according to claim 1, wherein the at
2 least one characteristic of the interactive
3 communication session includes at least one of an
4 identity of the subscriber and a subject matter
5 associated with the interactive communication session.
- 1 5. The method according to claim 1, wherein the
2 step of receiving information over the packet network
3 includes receiving information transmitted over the
4 packet network using a uniform resource locator (URL).

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1 6. The method according to claim 1, wherein the
2 step of transforming the information into a form
3 suitable for placing a call over a telecommunications
4 network to the call center includes the step of using a
5 database containing at least one entry for information
6 corresponding to at least one characteristic of the
7 interactive communication session and at least one entry
8 corresponding to a communications number for the call
9 center.

1 7. The method according to claim 6, wherein the at
2 least one entry corresponding to a communications number
3 for the call center comprises a dialed number
4 identification service (DNIS) code.

1 8. The method according to claim 6, wherein the at
2 least one characteristic of the interactive
3 communication session includes at least one of an
4 identity of the subscriber and a subject matter
5 associated with the interactive communication session.

1 9. The method according to claim 1, wherein the
2 step of transforming the received information into a
3 form suitable for placing a call over a
4 telecommunications network to the call center comprises
5 transforming the received information into a dialed
6 number identification service (DNIS) code.

1 10. The method according to claim 9, wherein the
2 step of initiating placement of a call to the call
3 center in accordance with the transformed information
4 comprises instructing a telecommunications switch
5 coupled to the telecommunications network to place a
6 call to a communications number corresponding to the
7 DNIS code.

1 11. The method according to claim 1, wherein:
2 a. the packet network comprises at least one
3 of the Internet and an intranet;
4 b. the interactive communication session
5 comprises Web browsing;
6 c. the at least one characteristic of the
7 interactive communication session includes at least one
8 of an identity of the subscriber and a subject matter
9 associated with the interactive communication session;
10 d. the step of receiving information over the
11 packet network includes receiving information
12 transmitted over the packet network using a uniform
13 resource locator (URL);
14 e. the step of transforming the received
15 information into a form suitable for placing a call over
16 a telecommunications network to the call center
17 comprises transforming the received information into a
18 dialed number identification service (DNIS) code using a
19 database containing at least one entry for information
20 corresponding to at least one characteristic of the
21 interactive communication session and at least one entry
22 corresponding to a communications number for the call
23 center; and
24 f. the step of initiating placement of a call
25 to the call center in accordance with the transformed
26 information comprises instructing a telecommunications
27 switch coupled to the telecommunications network to
28 place a call to a communications number corresponding to
29 the DNIS code.

1 12. A method of sending, in response to a signal
2 from a call center, a communication over a packet
3 network to a user linked in an interactive communication
4 session with the packet network, comprising the steps
5 of:
6 a. receiving the signal from the call center

7 over a telecommunications network;
8 b. determining from the received signal at
9 least one page, displayable to the user on a display
10 device, to send to the user;
11 c. sending the displayable page to the user
12 over the packet network.

1 13. The method according to claim 12, wherein the
2 signal received from the call center comprises at least
3 one dual tone multiple frequency (DTMF) code.

1 14. The method according to claim 12, wherein the
2 displayable page corresponds to a page displayable using
3 a Web browser.

1 15. A method of correlating information between a
2 call center associated with a subscriber and a packet
3 network linked in an interactive communication session
4 with a user, comprising the steps of:
5 a. receiving over the packet network
6 information corresponding to at least one characteristic
7 of the interactive communication session;
8 b. communicating the information
9 corresponding to at least one characteristic of the
10 interactive communication session to the call center
11 over a telecommunications network; and
12 c. bonding a telecommunications session
13 between the user and the call center together with the
14 interactive communication session.

1 16. The method according to claim 15, wherein the
2 packet network comprises at least one of the Internet
3 and an intranet.

1 17. The method according to claim 15, wherein the
2 interactive communication session comprises Web

3 browsing.

1 18. The method according to claim 15, wherein the
2 at least one characteristic of the interactive
3 communication session includes at least one of an
4 identity of the subscriber and a subject matter
5 associated with the interactive communication session.

1 19. The method according to claim 15, wherein the
2 step of receiving information over the packet network
3 includes receiving information transmitted over the
4 packet network using a uniform resource locator (URL).

1 20. The method according to claim 15, wherein the
2 step of communicating the information corresponding to
3 at least one characteristic of the interactive
4 communication session to the call center over a
5 telecommunications network includes the step of
6 transforming the information into a form suitable for
7 placing a call over a telecommunications network to the
8 call center, said call being routable by the call center
9 in accordance with the information corresponding to at
10 least one characteristic of the interactive
11 communication session.

1 21. The method according to claim 20, wherein the
2 step of the step of transforming the information into a
3 form suitable for placing a call over a
4 telecommunications network to the call center includes
5 the step of using a database containing at least one
6 entry for information corresponding to at least one
7 characteristic of the interactive communication session
8 and at least one entry corresponding to a communications
9 number for the call center.

1 22. The method according to claim 21, wherein the

1 34. A system for correlating information between a
2 call center associated with a subscriber and a packet
3 network linked in an interactive communication session
4 with a user, comprising:

5 a. a telecommunications unit coupled to a
6 telecommunications network; and

7 b. a processing unit coupled to the packet
8 network and to the telecommunications unit, wherein the
9 processing unit is programmed to carry out the steps of
10 controlling the correlation of information between the
11 call center and the packet network, which steps include:

12 (1) receiving over the packet network
13 information corresponding to at least one characteristic
14 of the interactive communication session;

15 (2) instructing the telecommunications
16 unit to communicate the information corresponding to at
17 least one characteristic of the interactive
18 communication session to the call center over a
19 telecommunications network; and

20 (3) initiating the bonding of a
21 telecommunications session between the user and the call
22 center together with the interactive communication
23 session.

1 35. The system according to claim 34, wherein the
2 processing unit comprises:

3 a. a computer;

4 b. a database; and

5 c. at least one of:

6 (1) a database server;

7 (2) a call manager server; and

8 (3) a page presentation server.

1 36. The system according to claim 34, wherein the

2 telecommunications unit comprises a telecommunications
3 switch and a voice response unit.

1 37. The system according to claim 34, wherein the
2 packet network comprises at least one of the Internet
3 and an intranet.

1 38. The system according to claim 34, wherein the
2 interactive communication session comprises Web
3 browsing.

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